



## **Economic development in Northern New Mexico focus of new podcast from Los Alamos National Laboratory**

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### **Podcast part of Lab's new multi-channel effort to better engage with the community**

LOS ALAMOS, N.M., Nov. 27, 2013—Podcasts and webinars are among the new communications tools being rolled out by Los Alamos National Laboratory's Community Programs Office to reach a broader audience. The first podcast discusses economic development and the Northern New Mexico 20/20 Campaign, a program spearheaded by the Regional Development Corporation of Española that recognizes high growth businesses in the region. "We're thrilled to be able to better connect with more people in our community through the new podcasts, webinars and other social media venues we have planned," said Kurt Steinhaus, director of the Laboratory's Community

Programs Office. “Through these channels, the Laboratory seeks to improve its collaboration with community partners in the region who are working to make Northern New Mexico a great place to live and work.” Steinhaus interviewed Regional Development Corporation Executive Director Kathy Keith for the initial podcast. The podcast is available via iTunes and other online venues. All of the podcasts will be archived at [www.soundcloud.com/lanl-cpo/](http://www.soundcloud.com/lanl-cpo/) and [blogtalkradio.com/lanlcommunity](http://blogtalkradio.com/lanlcommunity). “The 20/20 Campaign is about looking at our future and identifying Northern New Mexico companies who are in a growth pattern,” said Keith of the RDC. “These are the companies who will become the major job creators in our region.” The second podcast, currently in production, focuses on the work that United Way is doing in the community and features Craig Strong of United Way of Santa Fe County and Kristy Ortega of United Way of Northern New Mexico, as well as Los Alamos National Laboratory's 2014 Employee Giving Campaign, now under way. The Community Programs Office is charged with implementing the Los Alamos National Security, LLC Community Commitment Plan, which focuses on education, economic development and community giving in Northern New Mexico.

## About Regional Development Corporation

The [Regional Development Corporation](#) is a regional economic development organization for Northern New Mexico focused on creating a diverse and sustainable economy. The RDC works collaboratively to create new jobs in the region by strengthening services to businesses and developing the infrastructure, public policy and workforce to support job growth.

**Los Alamos National Laboratory**

**[www.lanl.gov](http://www.lanl.gov)**

**(505) 667-7000**

**Los Alamos, NM**

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